

Message Text

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PAGE 01 KUALA 08975 150913Z
ACTION COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 CCO-00 PASO-00 /021 W
-----096203 151304Z /50

R 150825Z AUG 78
FM AMEMBASSY KUALA LUMPUR
TO SECSTATE WASHDC 7791

UNCLAS KUALA LUMPUR 8975

E.O.11652: N/A
SUBJECT: MESSAGE TO GALLO

TO. MR. J.A. DONAHUE
E&J GALLO WINERY
MODESTO, CA
TELEX 359 490

WE MAILED FOLLOWING LETTER TO YOU ON JULY 31:
QUOTE THANK YOU FOR YOUR LETTER OF JULY 24. I AM,
OF COURSE, VERY HAPPY THAT MR. MOORE WILL BE TRAVELING TO
THE FAR EAST SHORTLY AND LOOK FORWARD TO SEEING HIME IN
KUALA LUMPUR.

I WOULD LIKE TO DISCUSS WITH HIM NOT ONLY THE POSSIBILITY
OF MEMBERS OF THE EMBASSY USING GALLO WINE BUT ALSO THE
FEASIBILITY OF PROMOTING ITS SALES IN MALAYSIA. ONE OF
THE RESPONSIBILITIES OF THE COMMERCIAL SECTION IS TO PROMOTE
US EXPORTS AND WE ARE ALWAYS LOOKING FOR WAYS TO
ENCOURAGE PEOPLE TO BUY AMERICAN WINE.

REGARDING THE SAMPLES, I SUGGEST THAT THE ORDER BE
CONSIGNED TO: AMERICAN EMBASSY, KUALA LUMPUR, MALAYSIA.
VIA: PORT KELANG. IT CAN BE SHIPPED DIRECTLY FROM
SAN FRANCISCO OR LOS ANGELES TO PORT KELANG THROUGH
EITHER BARBER BLUE SEA LINE OR KNUITSEN LINE.

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THANK YOU VERY MUCH FOR YOUR COOPERATION.
YOURS VERY TRULY, M. BRUCE HIRSHORN, COUNSELOR FOR
ECONOMIC COMMERCIAL AFFAIRS END QUOTE

WE HAVE ALREADY INFORMED MR. SVEC. HE IS LOOKING FORWARD
TO SEEING MR. MOORE. HIRSHORN

EMBASSY OF THE UNITED STATES OF AMERICA
KUALA LUMPUR
MILLER

NOTE BY OC/T: PASSED TO ABOVE ADDRESSEE.

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NNN

Message Attributes

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